

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended): An apparatus for controlling power consumption of an electroluminescent display, comprising:

a processor configured for controlling the operation of an electroluminescent display;

a memory for said processor, said memory configured for storing color data for each of a plurality of display pixels;

~~wherein said processor is configured to provide first and second normal mode colors for output on said display;~~

~~wherein said processor is configured to provide first and second power saving mode colors for output on said display;~~

a plurality of normal mode colors retained in said memory to which selected of said display pixels may be driven;

a plurality of power-saving mode colors retained in said memory to which selected of said display pixels may be driven, each said power-saving mode color corresponding to one or more of said normal mode colors;

~~said first and second power saving mode colors being different from each other and the first and second normal mode colors;~~

~~wherein said processor is configured to assign the first power saving mode color to the first normal mode color;~~

~~wherein said processor is further configured to assign the second power saving mode color to the second normal mode color; and~~

a user interface configured for user selection of power-saving mode colors corresponding to said normal mode colors, said power-saving mode colors selected for consuming less display power on said electroluminescent display than corresponding colors within the normal mode colors; and

programming retained in said memory and executable on said processor for determining whether apparatus is in normal mode or a power saving mode; and

outputting color data for each display pixel, within said plurality of display pixels, from said normal mode colors when said apparatus is in normal mode, or from said power-saving mode colors when said apparatus is in power-saving mode.

wherein during a power-saving display mode, the processor is configured to switch the first normal mode color with the assigned first power saving mode color and the second normal mode color with the assigned second power saving mode color such that the first and second power saving mode colors are displayed in place of the first and second normal mode colors.

2. (currently amended): An apparatus as recited in claim 1:

wherein said programming processor is further configured for reversing the output color of display pixels for a normal mode color in response to entering power saving mode, when no corresponding power-saving mode color has been assigned to that given normal mode color, to provide a third normal mode color for output on said display; and

wherein the third normal mode color is reversed during the power saving display mode instead of having an assigned power saving mode color.

3. (currently amended): An apparatus as recited in claim [[2]] 1, wherein said normal mode colors correspond to particular graphic objects configured for being displayed on said display.

~~processor is configured to allow a user to assign each power saving mode color to a corresponding normal mode color.~~

4. (currently amended): An apparatus as recited in claim [[3]] 1, further comprising [[:]] a power saving indicator configured to appear on the display, the power saving indicator showing the reduction in energy consumed by the display when in the power saving display mode.

5. (currently amended): An apparatus as recited in claim 1, wherein said colors retained in said memory to which each said display pixel may be driven comprise intensity values for each of multiple color components. ~~the first and second normal mode colors and the first and second power saving mode colors each comprise red, blue and green components; and~~

~~wherein the first and second power saving mode colors are capable of having different values for each of the red, blue and green components.~~

6. (currently amended): An apparatus as recited in claim 1, wherein said colors retained in said memory to which each said display pixel may be driven are defined by the first and second normal mode colors and the first and second power saving mode colors each comprise hue, saturation and luminance components[[:]]. ~~and~~

~~wherein the hue, saturation and illumination components can be varied between each of the power saving mode colors.~~

7. (previously presented): An apparatus as recited in claim 1, wherein the display comprises an organic electroluminescent display.

8. (currently amended): A method for conserving power in a controller for an electroluminescent display, comprising:

- providing a plurality of normal mode colors for output on said display;
- providing a plurality of power saving mode colors for output on said display[[.]]; ~~each power saving mode color comprising different colors;~~
- assigning a selected color for each power saving mode color corresponding to one or more [[a]] normal mode ~~colors~~ color; and
- switching each normal mode color having an assigned power saving mode color to the assigned power saving mode color, in response to entering a power saving mode.

9. (currently amended): A method as recited in claim 8, ~~further comprising:~~ wherein assigning each power saving mode color comprises ~~allowing~~ interfacing with a user to assign each power saving mode color to one or more [[a]] normal mode ~~colors~~ color.

10. (currently amended): A method as recited in claim [[9]] 8, further comprising[[.]] reversing a normal mode color not having an assigned power saving mode color.

11. (currently amended): A method as recited in claim [[10]] 8, further comprising[[.]] indicating the reduction in energy consumed by the display when switched to the power saving mode colors.

12. (currently amended): A method as recited in claim 8, wherein the plurality of normal mode colors and the plurality of power saving mode colors are described according to intensity values for each of multiple color components, ~~each comprise red, blue and green components;~~ and

~~wherein the power saving mode colors are capable of having different values for each of the red, blue and green components.~~

13. (currently amended): A method as recited in claim 8, wherein the plurality of normal mode colors and the plurality of power saving mode colors are described according to each comprise hue, saturation and luminance components[[:]], and ~~wherein the hue, saturation and illumination components can be varied between each of the power saving mode colors.~~

14. (currently amended): In an electroluminescent display controller, the improvement comprising:
providing a plurality of normal mode colors for controller output to a on the display; and
providing a plurality of power saving mode colors for controller output to [[on]] the display;
assigning wherein a selected color to each of the said power saving mode colors corresponding to one or more of said ~~are different from each other and the~~ normal mode colors[[:]] toward saving display power when outputting wherein said power saving mode colors instead of said ~~correspond to colors that consume less power than the~~ normal mode colors; and
switching, by said controller, wherein the display is switchable between a normal display mode in which the normal mode colors are displayed, and a power saving display mode in which the corresponding power saving mode colors are displayed in place of the normal mode colors.

15. (currently amended): An improved electroluminescent display controller as recited in claim 14, wherein ~~each power saving mode color is assigned to a~~ said normal

mode ~~color~~ colors correspond to particular graphic objects configured for being displayed on said display.

16. (currently amended): An improved electroluminescent display controller as recited in claim [[15]] 14, wherein a user assigns each power saving mode color to a normal mode color by interfacing with the electroluminescent display controller.

17. (currently amended): An improved electroluminescent display controller as recited in claim [[16]] 14, wherein a normal mode color not having an assigned power saving mode color is reversed when the display is operating in the power saving display mode.

18. (currently amended): An improved electroluminescent display controller as recited in claim [[17]] 14, further comprising[[:]] a power saving indicator, ~~the power saving indicator~~ configured for showing the reduction in energy consumed by the display when switched to the power saving mode colors from the normal mode colors.

19. (currently amended): An improved electroluminescent display controller as recited in claim 14, wherein the power saving display mode is entered manually.

20. (currently amended): An improved electroluminescent display controller as recited in claim 14, wherein the power saving display mode is entered automatically.

21. (currently amended): An improved electroluminescent display controller as recited in claim 14, wherein the display comprises an organic electroluminescent display.